



EVOLVING YOUR CX PROGRAM:

# A Guide to Gaining Executive Buy-In & Building Momentum



# Ready to Take Your CX Program to the Next Level?

2020 has been filled with worldwide economic and environmental crises. Businesses in Asia-Pacific in particular have felt the weight of the bushfires, earthquakes, the anxiety of recession, and the impact of COVID-19 on both small- and enterprise-level organisations.

As business models and strategic priorities change, it's more important than ever to level-up in the world of customer experience (CX). Your business needs to carefully listen to customer feedback and make agile changes to its products and services. No matter what sort of unanticipated changes may appear in the marketplace, the brands that know what their customers are saying (and act quickly on those individuals' valuable feedback) will be market leaders.

CX Leaders across the Asia-Pacific region have weighed in on what it takes to advocate for customer experience as a strategic business priority. From the early stages of securing funding to the late stages of showcasing program results, this eBook contains practical tips and out-of-the-box tactics for efficiently managing your business's experience management program.

You'll read condensed interviews and practical examples from CX Leaders among Asia-Pacific's biggest brands, including **AIA Australia**, **HBF**, **Commonwealth Superannuation Corporation**, **Kayo**, **UnitingCare Queensland**, and **New Zealand Post**.



## What this guide is not:

- A hypothetical business case template filled with complex assumptions



## What this guide is:

- A collection of learnings from Asia-Pacific's biggest brands
- Hints and tips from multiple CX leaders on how to secure continuous funding
- Best practise guidance on how to showcase the value of your program
- Digestible case study sound bites and anecdotes from real experiences

# CX LEADERS

New Zealand Post 



**Trish Roberts**

Voice of Customer  
Programme Lead  
New Zealand Post

 HEALTHIER. LONGER.  
BETTER LIVES



**Simon Berry**

Senior Manager Insights &  
Analytics  
AIA Australia





**Kim Coleman**

Market & Member Insights  
Consultant  
HBF

 Commonwealth  
Superannuation  
Corporation



**Peter Jamieson**

Chief Customer Officer,  
Commonwealth Superannuation Corporation

 Commonwealth  
Superannuation  
Corporation



**Katie Bogg**

VoC Manager  
Commonwealth Superannuation Corporation

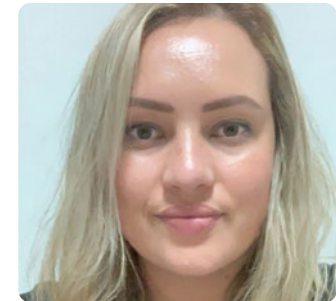
 UnitingCare



**Brett Thear**

Voice of Customer Lead  
UnitingCare Queensland

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**Keira Hazell**

Voice of Customer Manager  
Kayo Sports and Binge

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INTRODUCTION:

The Secret Ingredient Setting Brands Apart:  
**Experience Intelligence (XI)**

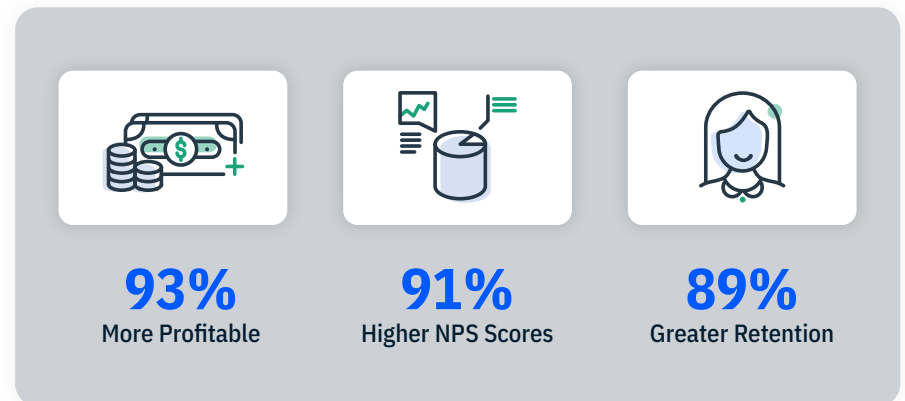
# Experience Intelligence: Both a Philosophy and a Technology

Experience Intelligence describes both a philosophy and a technology. It's defined as: "Intelligence from and about the customer, employee, and market that helps businesses understand, identify and implement the actions that lead to meaningful experiences that positively impact the bottom line."

Managing experiences is becoming non-negotiable in the new experience economy. Organisations that have recognised the need to compete in this new environment are significantly outperforming those that haven't.

According to a recent InMoment study of 10,000 CX professionals, it was found that CX leaders that are proactively competing on customer experience are twice as likely to report higher financial performance than compa-

nies with a passive experience intelligence program. The problem is, only 3% of companies fall into that category. It's not easy to establish a proactive experience intelligence capability, but when you get there (and you can!), the results are well worth the effort:



**"At CSC, we had a desire to connect with our customers in an industry that was rapidly changing. The original state of our program was disjointed surveys and insights, and the customer experience wasn't reflective of our true offering."**



Peter Jamieson | Chief Customer Officer  
**Commonwealth Superannuation Corporation**



To fill this gap in intelligence and thrive in the experience economy, brands must venture beyond simply listening and instead respond to and proactively anticipate customer, employee and market feedback to power intelligent automation and human action. Experts agree that providing a seamless, personalised experience is the best way to keep consumers happy, and we know that happy customers spend more, have a lower cost to serve, and advocate brands and experiences to friends.

PART ONE:

# Gaining Executive Buy-in



# Challenges Facing Brands Today

No matter the industry, we are all presented with unique challenges when it comes to managing customer and stakeholder expectations.

## Challenge: Unexpected Industry Changes

The economy is more volatile than ever before, and it's difficult for CX professionals to predict macro- and micro-changes that will impact individual businesses and the marketplace as a whole.

For example, in early 2019 the Australian government launched a Royal Commission which unveiled the lack of regulation across banking, superannuation, and financial services industries, leaving customers distrustful and demanding something in exchange for their loyalty. It's

**“There were a number of internal and external factors that motivated UnitingCare to seek a customer experience program. In aged care, Consumer Directed Care is empowering clients with more choice, the NDIS is reshaping the disability landscape, and increasing competition and declining take-up of private health in Australia meant UCQ has to adapt and focus not only on what services we offer, but also the experiences we deliver”**



Brett Thear | Voice of Customer Lead  
UnitingCare Queensland



UnitingCare

imperative to know what customers like these are thinking and feeling when unexpected changes occur. After all, businesses can only fix the feedback they know about, not the feedback they don't know about.

## Challenge: Proving the Value of a CX Program

Brands are spending time and money on CX programs, yet it can be difficult to see the impact. The real problem is that when data is poor or limited, the results or metrics aren't meaningful, and the bigger picture gets lost.

Forrester predicts that one in four CX professionals will lose their job in 2021 due to an inability to link CX improvements and activities to company profits. While most business leaders fundamentally believe that improving customer experience leads to improved financial outcomes in the future, proving this relationship can be quite difficult.

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**“In our business case, we included case studies from others in the industry that helped us to paint a picture of where our business could be. There are lots of stories on how to derive value from CX, cutting insights and new ways of thinking. When you point to other businesses in your industry seeing success, it's easy to say, ‘why wouldn't we give customer experience a try?’”**

Trish Roberts | Voice of Customer Programme Manager  
New Zealand Post

New Zealand Post 





## Challenge: Lack of Visibility into The True Customer Journey

With so many touch points present along the customer journey, a common challenge here is understanding where businesses can best impact the overall customer experience. Many brands lack a 360-degree perspective of their respective customer journeys and are limited by information silos that prevent them from understanding the most important drivers of the consumer decision journey.

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“Customer journey mapping is a foundational exercise that helps businesses deep dive into pain points. I would recommend avoiding the assumption that your team knows the key touchpoints from your own experience interacting with the brand, and make sure to quantify the impact of these touchpoints with expert help. Even though it might seem tedious up front, it’s so worth the effort.”

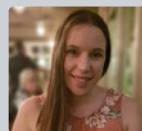
Simon Berry | Senior Manager Insights & Analytics  
**AIA Australia**



## Challenge: Too Much Data, Not Enough Action

While we have more data at our fingertips than ever before, it is fragmented and decentralised across organisations. Few enterprise-level organisations have mastered a centralised data platform that is adept at **collecting, analysing, and acting on customer insights.**

“Our business looked to text analytics to help us rapidly identify what was going on with our customers, find meaningful insights in data, and take action from that. We couldn’t have done [this] without the platform’s dashboard functionality, which empowered our team to take action.”



Katie Bogg | VoC Manager

**Commonwealth Superannuation Corporation**



Commonwealth  
Superannuation  
Corporation

# Secure Funding: Here's How to Get Your Business Case for CX Transformation Approved

When you do the right thing for your customers and employees, everyone wins: your customers, your business, and the market at large. While most businesspeople fundamentally believe that improving customer experience leads to improved financial outcomes in the future, proving this relationship in the now can be quite difficult.

**“It’s important to align your CX program to strategic business priorities. It’s also important to focus on where you can make the most impact for the business and the customer. If you know there is budget allocated to a certain area of the business, focus your time and effort in support of that. As time evolves, start becoming part of the planning process. Eventually, you should arrive at the place of ‘what is important to the business AND the customer?’”**



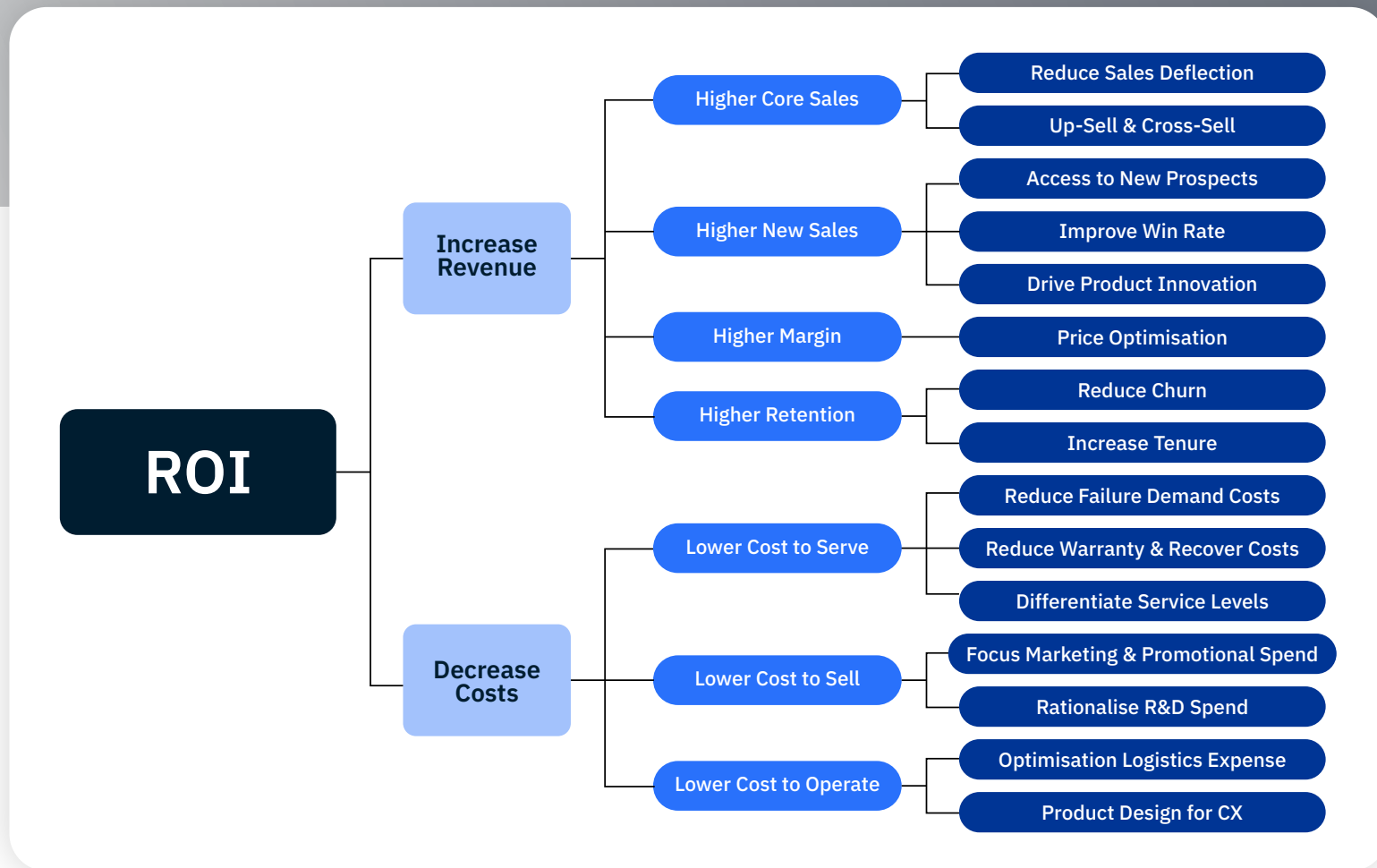
Trish Roberts | Voice of Customer Programme Manager  
New Zealand Post

New Zealand Post 

## STEP ONE: ARTICULATE YOUR BRAND'S UNIQUE BUSINESS ENVIRONMENT TO ESTABLISH A BASELINE

In a post-COVID landscape, you are going to be expected to do more with less. CFOs need to be hyper-selective with investments moving forward, and in most cases, ROI is the only conversation that truly matters. By making it simple for upper-management to understand where money is being leaked, they in turn will feel compelled to search for a solution. Ask yourself: how many customers churn every year? How many customers are detractors/dissatisfied? What is the average customer value? What is the cost of doing nothing?

Businesses are also accountable to outside agencies and stakeholders. If you don't do right by your customers, your business might face unintended consequences, such as those we've seen in the recent Royal Banking Commission in Australia.



While the industry conditions and expectations for a CX investment vary from one organisation to another, there are basic ingredients across the board that should be included in any compelling business case. CX practitioners have a much greater chance of proving financial linkage between CX and ROI if they can demonstrate CX's ability to increase revenue, decrease costs, and reduce capital.

These pillars are fundamental to how a company's CEO and CFO manage a business (and how both shareholders and the broader market evaluate a brand's future viability). Let's take a closer look.

## STEP TWO: SHOW A PROJECTED REVENUE INCREASE

As you can see in the ROI model above, there are multiple ways to calculate a projected increase in revenue - from higher core sales through to higher retention. A well-built CX program enables organisations to anticipate what new customers are seeking in a brand and anticipate new opportunities to drive revenue growth.

For most of our clients, it takes about 6-9 months to see a return on investment. **In the example below**, one way to show return on investment is to show the impact of a closed-loop feedback program. By saving one customer per month and per store by contacting their detractors, a retailer was able to value the cost of each customer and arrive at a total ROI of +\$2.5m saved to this particular business, which is about 10x.

Save one customer per month with closed loop process	12
At each of our top 1000 locations	1000
Total Customers	12000
Average Customer Value	\$210
Annual revenue "saved"	\$2,520,000

The cost of the program is absorbed by the amount of money saved through reduction of customer churn, increase in first-call resolution, reduction in repeat calls and the ability to use root cause analysis for identifying systemic issues that cause businesses to lose revenue opportunity over time.

Another opportunity for ROI is to consolidate multiple legacy platforms such as survey platforms, dashboarding, case management, text analytics, outdated Voice of Employee software, market research functions, analytics functions and more.

The best way to drive bottom line profitability is by saving money at the top line. That gives the organisation resources to then invest at the bottom line. Top line growth from an experience management perspective looks like retaining existing customers, finding new customers, discovering opportunities to cut the costs involved with serving customers and establishing sustainable, recurring revenue.

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**“Start small and grow over time. It’s always exciting when a program is approved, implemented and taking off– it’s easy to commit to too much too soon. Instead, start small and do that really, really well before expanding. You don’t want to be in a position where you do a lot of things ‘ok’, and few things ‘great’. If you can hone in on a few small initiatives, this will be helpful to securing funding over time as well.”**

Brett Thear | Voice of Customer Lead

**UnitingCare Queensland**



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### **STEP THREE: SHOW HOW EXPERIENCE INTELLIGENCE HELPS DECREASE COSTS**

If CX programs can be used to acquire new customers, resolve existing customers’ issues, and deepen those customers’ loyalty, it follows that these initiatives are also useful for spotting efficiency opportunities.

Organisations can use CX feedback to both save operational funds and simplify their provided experience. For example, brands can use these learnings to determine whether it may be more effective to make a buying experience digital, self-service, or personnel-driven to not only increase ease of purchase but reduce cost to serve.

### **WHAT NEXT?**

The steps outlined here are useful for practitioners looking to root the value of their CX program in hard numbers—the business language that the C-suite speaks. Acquiring customers, retaining and upselling existing ones, and minimising costs are all tangible, concrete goals, and creating a program that revolves around those numbers-driven objectives will make it easier for the practitioners managing these initiatives to demonstrate their real business value.

CX practitioners can also simplify proving ROI by tracking certain metrics. New customer acquisition, market share growth, customer churn, customer retention, and cost to serve are some of the best metrics for proving the worth of customer experience. Understanding the cost of customer acquisition, the value of a point-of-customer retention, or the value of a point-of-CX improvement (whether measured by NPS or some other metric) are all critical to building a business case for investing in customer experience.

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**Get in touch with our experts and we will walk you through a tailored ROI calculation**

PART TWO:

# Build CX Program Momentum

# Six Steps for Taking Your CX Program from Good to Great

When first taking on a CX program implementation, you just don't know what you don't know. These gaps in knowledge can be costly to businesses as CX practitioners work to implement a program within their (sometimes limited) experience. For these reasons, it's important to have an inveterate CX partner when taking this challenge on.

Customer experience experts from Asia-Pacific's largest brands gave their top tips (and mistakes to avoid) for implementing a CX program:

## STEP ONE: SET A STRONG FOUNDATION

Prior to your program launch, you won't regret taking the time to identify clear goals and ROI opportunities.

**“Make sure your data architecture is solid before turning on any surveys. You'll want to understand the way data flows, how accurate the data is, and be able to communicate back to the business how action will be triggered when survey feedback comes through.”**



Simon Berry | Senior Manager Insights & Analytics  
AIA Australia



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**“You need to lay down a foundation and plan for expansion. Over time, you'll want to spend less time documenting things and more time driving the action. We've seen CX programs become too complicated because they didn't take the time to plan the fundamentals up front:**

**How will users be onboarded?**

**How will data be kept secure?**

**How will your team maintain documentation over time?”**

Trish Roberts | Voice of Customer Programme Manager  
**New Zealand Post**

*New Zealand Post* 



## STEP TWO: ENGAGE THE EXPERTS

CX strategists can help you understand the best way to use experience management to make an impact on a business. Establishing success from the outset can save any business an unquantifiable amount of time and resources down the line by solving problems before they occur.

**“We saw text analytics as a fantastic opportunity at HBF. To ensure we got the most out of our customer experience program, we worked very closely with the InMoment team in setting up text analytics, going through multiple iterations, which continue to evolve. As such a powerful tool, it is worth spending the time upfront understanding the detail to make sure it’s working for you.”**



Kim Coleman | Market & Member Insights Consultant  
HBF



## STEP THREE: CHOOSE CX INITIATIVES WISELY

Be selective when it comes to choosing CX initiatives. Starting small and identifying quick wins sets a positive precedent for program momentum. These objectives should be designed with the larger roadmap in mind as stakeholders will be looking for proof points when it’s time to re-secure funding.

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**“Quick wins help to establish the value of your program, so look for these as proof points that your VoC program is working. Showcasing these will help the business feel excitement and momentum. These don’t have to be expensive to undertake. Two swift and easy solutions at New Zealand Post were to incorporate a request for feedback at the cash register in their retail outlets and to integrate a ‘provide feedback’ button on the customer’s parcel delivery email notification, to ensure that feedback was received as close to the interaction as possible,” she continued, “Understand the biggest moments of truth for your customers and look to balance these with business priorities. The CX workflow tool on the platform has helped our business identify key drivers of the customer experience, so we are focusing on variables within our control to affect the overall NPS score.”**

Trish Roberts | Voice of Customer Programme Manager  
New Zealand Post





#### STEP FOUR: BRING KEY STAKEHOLDERS IN EARLY

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**“Getting IT involved up front can save you so much time later on.”**

Keira Hazell | Voice of Customer Manager

Kayo Sports and Binge



The more people a CX practitioner can onboard to an experience program, the higher an impact said program will have. Practitioners will want to involve the C-suite and those teams interacting with CX data, but it's also critical to think more broadly about teams who might be able to amplify the program's impact (legal teams, IT teams, technology teams and others that are able to see customer experience from unique vantage points).

Those teams will start valuable internal conversations about the customer experience, essentially selling the program on a brand's behalf.

**“Invest in your data. Have someone on your team who knows the ins and outs of how your data is captured, stored and accessed. The better your understanding of your data, the richer your insights, and the easier it will be to expand and increase the scope of your VoC.”**



Brett Thear | Voice of Customer Lead  
UnitingCare Queensland



## STEP FIVE: BRING EMPLOYEES ALONG THE JOURNEY

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**“We know that engaged employees create better experiences for our customers, so in 2020 we will be looking to correlate NPS and eNPS.”**

Trish Roberts | Voice of Customer Programme Manager

**New Zealand Post**

*New Zealand Post* 

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We know that employees are an organisation's most valuable resource. They are the people who create, support, and deliver the services and products that customers love so much.

We also know that there is a strong relationship between employee engagement and customer experience outcomes. The data around employee engagement and its impact on revenue has been growing. The Harvard Business Review reported that 71% of businesses surveyed ranked employee engagement as “very important” in achieving overall organisational success. Additionally, companies with high employee engagement scores have twice the customer loyalty of companies with average employee engagement levels.

In today's business environment, it's more important than ever that brands listen to employee experiences and make each staff member aware of their individual impact.

**“Treat employees as customers and understand how they want to consume information. If you can achieve genuine CX support from your employees, the program will see strong momentum and longevity”**



Peter Jamieson | Chief Customer Officer  
**Commonwealth Superannuation Corporation**



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**“Prior to implementing Case Management, we ran a workshop, bringing together key stakeholders from across HBF. This was incredibly useful, as it ensured everyone was on the same page and established a clear vision to work toward. As a result, implementation of Case Management was relatively seamless.”**

Kim Coleman | Market & Member Insights Consultant

**HBF**



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## **STEP SIX: ACT LOUDLY ON CUSTOMER FEEDBACK**

Businesses that close the inner loop with individual customers communicate that each of those individuals has an important opinion. When customers feel valued, they are likely to provide more honest feedback in the future.

**“Demonstrate to customers that you are acting on your feedback. At Commonwealth Superannuation Corporation, we show our customers what we’ve done with their feedback to encourage positive brand sentiment and participation down the road.”**



Katie Bogg | VoC Manager

**Commonwealth Superannuation Corporation**





# Showcasing Return on Experience Investment (ROXI)

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**“It’s simpler than you think: document the current state of the business, implement change, and track tangible outputs. Have the changes affected performance and how does that correlate to overall metric shifts?”**

Simon Berry | Senior Manager Insights & Analytics  
**AIA Australia**

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Even though it’s generally understood that experience management programs help businesses to be more efficient, profitable, and higher performing, customer experience professionals are consistently challenged to prove the economic impact of their programs.

In order to secure the initial investment for a CX program or sustain funding, we know it’s imperative to link business priorities to a tangible return on investment, showcasing the unambiguous value of such programs to all stakeholders.

While this is a great idea in theory, most enterprise-level businesses across the region are in the early stages of CX maturity and struggle to showcase a direct, tangible correlation between program and outcome.

Here are tips for showcasing return on experience investment (ROXI) from some of Australia’s biggest brands:

## TAKE A SNAPSHOT OF CURRENT BUSINESS PERFORMANCE

Before launching a CX program, try to document an accurate view of your business’s current state of play. How is your organisation currently performing in terms of call centre efficiencies? What is the current pulse of employee satisfaction? What is the current lifecycle of your customers?

**“Think about what is important to your customers and make sure you are choosing the metric that indicates actual shifts in the business. Focus on the smaller metrics like customer interaction and the bigger ones like NPS, customer satisfaction, and overall retention will shift over time”**



Simon Berry | Senior Manager Insights & Analytics  
**AIA Australia**



## GET CREATIVE WHEN MEASURING PROFITABILITY

Think outside the box when it comes to showcasing ROXI. Consider what sort of revenue or profit proxies can be identified and measured. If you can show an impact to smaller variables, then the larger NPS number will improve over time.

**“We demonstrated a tangible benefit to the business. Prior to using InMoment we had to invest a significant amount of our staff’s time to capture feedback. By utilising the platform, we were able to remove staff from the feedback collection process, providing not only a significant cost benefit to our business, but allowing our staff to focus on what they do best – care for our clients and patients.”**



Brett Thear | Voice of Customer Lead  
UnitingCare Queensland



UnitingCare

## USE CX INSIGHTS TO DEMONSTRATE A DECREASE IN COST TO SERVE

After your team has collected CX data, their first priority should be to discover cost-cutting opportunities for the business. Are there redundant labour costs that can be cut down? Is there a certain area of the business that is draining resources from your call centre(s)? Finally, how much cheaper is it to serve happy customers versus unhappy customers?

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**“At NZ Post, we look to our first-time parcel delivery metrics to see a correlation to ROI. If our delivery teams are successfully completing a job the first time, it directly reduces labour costs for us. It’s such a benefit to our customers to receive a parcel successfully on the first try, so this is something we knew we needed to streamline for saving our business money and making our customers happier.”**

Trish Roberts | Voice of Customer Programme Manager  
New Zealand Post

New Zealand Post 

# How to Be More Efficient With a Small Team

Limited resourcing continues to be a challenge for CX teams across Asia-Pacific.

While customer experience teams are becoming smaller, the remit of these teams are becoming broader and more complex. Most CX professionals in this region are expected to do more with less.

Our experts have weighed in on the best ways to create efficiencies within your organisation to free up your time from admin-heavy projects so that you can be left to focus on what matters: creating positive change and lasting impacts across the business.

## DEMOCRATISE DATA

Democratising data is an exercise that can be performed at any stage of CX maturity, but it is an important step for protecting teams' time.

Invest the time needed with key stakeholders to explain the importance of customer experience, co-create dashboards, and reduce any ambiguity about CX programs. By spreading the responsibility between team

members in your business, you will save time both now and down the line as you can expect fewer emails, more empowered colleagues, and more visibility to your hard work.

## LEVERAGE AVAILABLE RESOURCES

To succeed in today's competitive landscape, you need a true partner to help you interpret your customer, employee, and market data, as well as to understand where to focus brand efforts.

**“Get a CX partner to be an extension of your team. Relying on our partners at InMoment has extended my impact and strengthened our business outputs.”**



Keira Hazell | Voice of Customer Manager  
Kayo Sports and Binge





## CREATE CX CHAMPIONS

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**“Your CX champions will start talking about the program and make your work visible across the organisation. The more people I train up to talk about this, the more time I have to focus on the program rollout.”**

Trish Roberts | Voice of Customer Programme Manager  
**New Zealand Post**

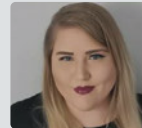
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Take time upfront to educate teammates on the importance of customer experience and ask for volunteers to champion such initiatives across various departments. The more stakeholders invested in a CX program, the more time practitioners will have to delegate responsibilities across a business.

## THE SECRET TO SUCCESS IS IN THE DASHBOARD DESIGN

When your dashboards are intuitive and easy to understand, stakeholders can easily circulate them within their organisations.

**“Include a bit of information around each module in the platform so when users log in to their dashboard, they will be reminded and feel empowered to talk to the scores and represent the data accurately.”**



Trish Roberts | Voice of Customer Programme Manager  
**New Zealand Post**

*New Zealand Post* 



LASTLY,

# Our Conclusion

# What's Next for Asia-Pacific's Biggest Brands?

There is always room to cut redundant costs for your business, discover new efficiencies, and improve an experience for your customers. Across the Asia-Pacific region, we're seeing our clients ramp up their programs as we head past the pandemic into FY21.

Here's what future-proofing your experience management program looks like in Asia-Pacific:

1. **360 degree program review.** Our CX leaders are reviewing fundamental program designs to include new channels and monitoring new moments that matter across the customer journey.
2. **More eyes on CX results.** As stakeholders across the organisation are increasing and renewing their focus on the customer experience, our data shows that experience management results are becoming more visible through new and existing channels.

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“At CSC, we are trying to figure out how to solve the fact that the data is showing the program isn't improving overall. We'll do this by engaging people across the organisation around the things the CX program is doing and why. The goal is to maintain visibility of the program and stay connected as we evolve.”

Peter Jamieson | Chief Customer Officer  
**Commonwealth Superannuation Corporation**



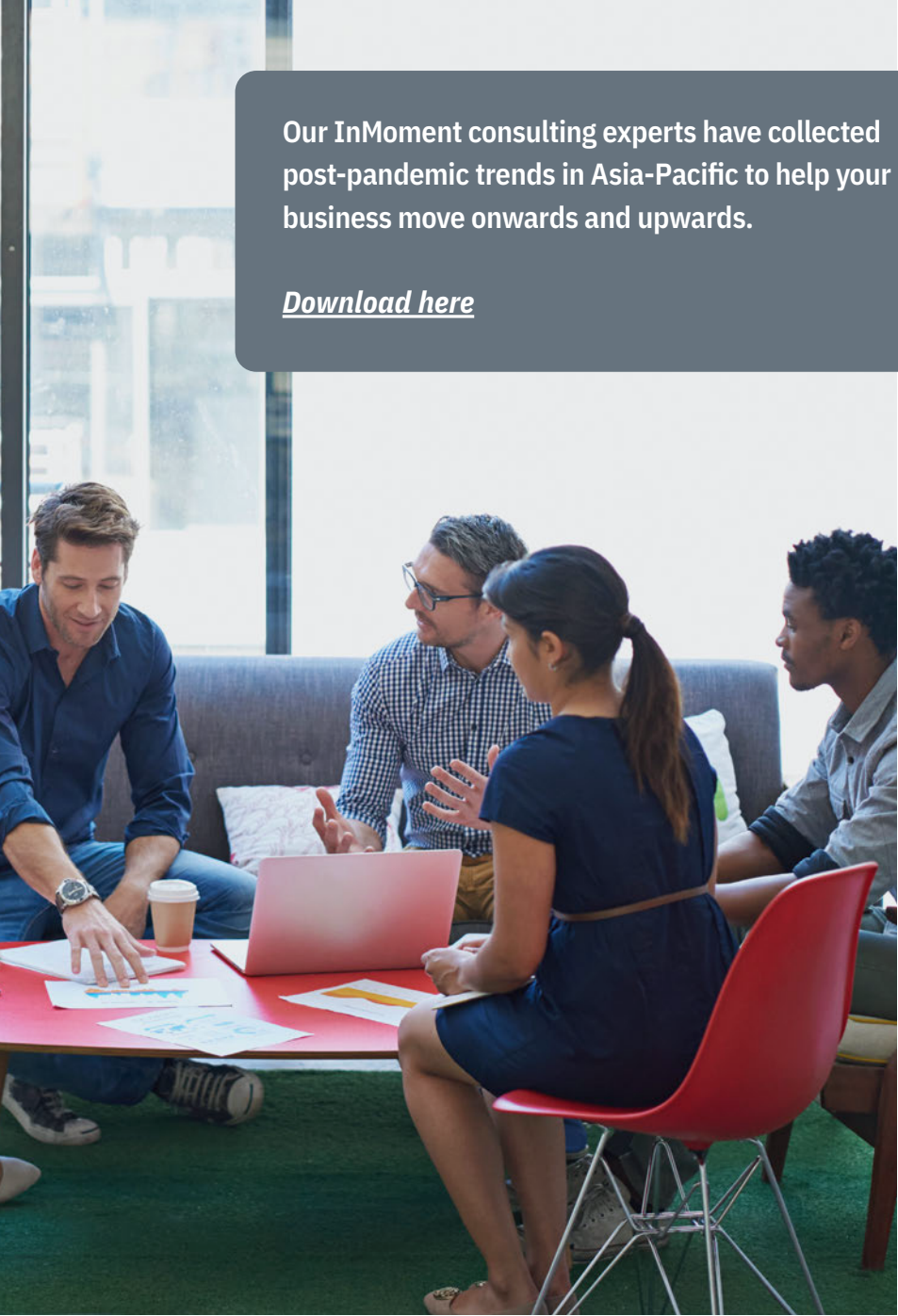
- 
3. **Less talk, more action.** CX professionals know that their valuable customers need to see businesses taking action. Our data shows businesses diving into unstructured feedback from text analytics engines and preparing frontline staff with valuable insights.

“At AIA Australia, we are moving away from focusing on the ‘score’, and instead turning verbatim comments into actionable insights for our business. The comments help us prioritise pain points and focus on what truly matters to our customer.”



Simon Berry | Senior Manager Insights & Analytics  
**AIA Australia**





Our InMoment consulting experts have collected post-pandemic trends in Asia-Pacific to help your business move onwards and upwards.

[Download here](#)

4. **Big focus on closing the loop.** Across the board, we are seeing brands build and improve their closed loop feedback processes to recover and protect as many customers as possible.

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“On the horizon for New Zealand Post, we are moving out of the implementation stage and focusing on closing the loop. We already read and consider all customer comments, but the next step is to reach out to each person who provides feedback to engage in service recovery”

Trish Roberts | Voice of Customer Programme Manager

**New Zealand Post**

New Zealand Post 

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5. **Surveys are getting shorter and shorter.** Our CX leaders are maintaining solid response rates by ensuring surveys are short and engaging.
6. **Regular customer check-ins.** CX teams are reaching out more frequently to consumers to check in. These brand communications include questions about what is important to the customer, options for receiving ongoing communications and enquiries to how they feel brands are delivering to safety measures.
7. **Formalising an employee program.** It's no longer optional to have an official voice of employee (VoE) program in place to listen to feedback from the most important asset of any organisation - your people.

# The Future is Experience Intelligence

Whether you're just getting started with customer experience, optimising an existing program, or revolutionising a stale approach, you need an experience intelligence platform that's tailored to your needs.

## EXPERIENCE INTELLIGENCE

[ɪk 'spɪrɪəns ɪn 'teləʒəns]

noun,

**Intelligence from and about the customer, employee, and market that helps businesses understand and identify which actions they should take based on what creates a meaningful experience that will also positively impact the bottom line.**

The InMoment XI Platform utilises a customer experience cloud, employee experience cloud, and market experience cloud to deliver vital experience intelligence about your organisation, its products, your market, and your competitors.

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**“We were looking for a partner that would support us through the ebbs and flows of creating a world-class customer experience program, and with [InMoment], we know that help is not too far away.”**

Trish Roberts | Voice of Customer Programme Manager  
**New Zealand Post**

*New Zealand Post* 

The XI Platform has been specifically designed to help you seamlessly recognise, correlate, and synthesise these disparate sources of intelligence from across the business and turn those findings into actions that drive revenue and improve business performance.

## EXPERIENCE INTELLIGENCE FOR THE EXPERIENCE ECONOMY

InMoment gives you the intelligence you need to exceed customer and employee expectations, transform metrics into meaningful action, and thrive in the experience economy. **With the XI Platform you will be able to:**

- Collect and analyse data from virtually any source
- Gain richer, more meaningful feedback and context
- Craft relevant survey experiences
- Create a better relationship with your customer
- Understand insights hidden in your data
- Produce action plans and tailored coaching to address experience gaps
- Harness the power of a 360-degree view of your overall experience

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**“InMoment aims to help clients think about the future beyond surveys – an inevitability that many struggle to accept.”**

The Forrester Wave™: Customer Feedback Management Platforms, Q4 2018

Curious what XI can do for your customer and employee experience?  
Get in touch with us today to **book a demo**

## About InMoment

InMoment™ helps organisations deliver more valuable and inspiring experiences to their customers and employees at every moment in their journey. Our clients gain the wisdom of our experts—who bring deep domain knowledge in experience design and delivery—coupled with our award-winning Experience Intelligence (XI)™ platform that continually analyses and evaluates enterprise experience data and customer feedback. Recognised as a leader and innovator in our sector, we collaborate with the world's leading brands to attract, engage and retain their customers. We are fiercely proud that our clients continually tell us they love the experience of working with our company, as we constantly stretch to exceed their expectations. Take a moment, and learn more at [inmoment.com](https://inmoment.com)



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# Sources

<sup>1</sup>[https://www.adobe.com/content/dam/acom/au/about-adobe/newsroom/2019/Adobe\\_CXM\\_press\\_release\\_FINAL.pdf](https://www.adobe.com/content/dam/acom/au/about-adobe/newsroom/2019/Adobe_CXM_press_release_FINAL.pdf)

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Further resources: ROI POV (InMoment)

<sup>2</sup>[https://www.adobe.com/content/dam/acom/au/about-adobe/newsroom/2019/Adobe\\_CXM\\_press\\_release\\_FINAL.pdf](https://www.adobe.com/content/dam/acom/au/about-adobe/newsroom/2019/Adobe_CXM_press_release_FINAL.pdf), <https://itbrief.com.au/story/why-australia-leads-world-automation-and-emerging-technologies> | 2018 MaritzCX CXEvolution Study of 10,000+ CX Stakeholders

<sup>3</sup>Heskett W, C. W. H. J. L., & Sasser, E. (2014, August 1). The Profitable Art of Service Recovery. <https://hbr.org/1990/07/the-profitable-art-of-service-recovery>

<sup>4</sup>InMoment. <https://get.inmoment.com/2019-cx-trends/t>

Further Resources: CFO article